SYNOPSIS

PROBLEMS AND PROSPECTS OF SUSTAINABLE TOURISM DEVELOPMENT IN HIMACHAL PRADESH: AN EMPIRICAL STUDY

Submitted to

Alakh Prakash Goyal Shimla University

In Partial Fulfilment of the Requirement for the Award of Degree of

Doctorate of Philosophy

in Management

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CERTIFICATE-I

This is to certify that the Research Synopsis entitled has been **Problems and Prospects of Sustainable Tourism Development in Himachal Pradesh: An Empirical Study**

Submitted to School of Management, ALAKH PRAKASH GOYAL SHIMLA UNIVERSITY In partial fulfillment of the requirements for the degree of Doctor of Philosophy in Management of this university. To best of my knowledge no part of this Research Plan has been submitted for any degree or diploma anywhere in or outside India and the academic assistance received during this course of plan and course of literature and sources of literature have been duly acknowledged.

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Certificate –II

This is to certify that the Research Synopsis entitled **Problems and Prospects of Sustainable Tourism Development in Himachal Pradesh: An Empirical Study**. Has been, submitted to School of Management, ALAKH PRAKASH GOYAL SHIMLA UNIVERSITY BY Monika Baltoo Enrollment No.18001483 in partial fulfilment of the requirements for the degree of Doctor of Philosophy in Management of this university. The Research Synopsis has been approved by the Research Development Committee(RDC) in its meeting held on dated 02/12/2019.

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INTRODUCTION

The Himachal Pradesh Tourism Development Corporation was established to promote tourism in Himachal Pradesh. Ever since its establishment the corporation has acted as catalyst, trendsetter and a prime mover for the promotion of tourism in the state. Tourism in Himachal Pradesh is being recognized as one of the most important sectors of the economy and a major engine of growth in economy. The contribution of the tourism sector to the state GDP is 7.2 percent which is quite significant (Economic Survey of HP, 2015-16). State is endowed with geographical and cultural diversity, clean environment, snow clad mountains, gusting rivers, historic monuments and the friendly and hospitable people. Deemed as the abode of God, Himachal Pradesh is indeed a divine land for all the devotees. Known as the land of temples, it is visited by people from across the globe. From Hindu temples to Jain temples to mosques, the landscape of Himachal Pradesh is dotted with multiple shrines. The diverse and colourful landscape of Himachal Pradesh is filled with houses of Gods and Goddesses dedicated to different religions. This region can be described as the land of pilgrimages, mystical customs, and rituals. The land of vivid custom is blessed with supernatural powers which attract tourists from across the world.

Given to the climatic and geographical conditions, Himachal Pradesh is blessed with spectacular and beautiful mountain ranges, rivers andrich flora and fauna. Himachal Pradesh is India's outdoor adventure playground. There will be a rapid increase in the adrenaline rush of adventure aficionados once they will step in the heavenly abode of god, Himachal Pradesh. For adventurers, it has always been a great and fascinating experience to enjoy thrilling activities in Himachal Pradesh. Hills of Himachal Pradesh hold the feeling of a fairytale wonderland, but there's another side to it. The captivating hills can thrill and enthrall the groovy backpackers, making Himachal Pradesh a must visit destination for every mountaineer and trekker. The river rafting, camping, trekking, mountaineering, rock climbing, campaigning,snow biking, cycling, motor biking, skiing and heli-skiing are some of the prominent adventure sports which can be enjoyed in the state. Activities like skiing and heli-skiing can be best enjoyed here rather than anywhere else in India. Himachal Pradesh doesn't disappoint the faint-hearted people as well. Activities like angling and fishing can also be practiced here as the place is home to the world famous trout fishes. Roads of Himachal Pradesh are endless, yet impulsive, offering an amazing opportunity for paddlers and motorcyclist to enjoy the thrill. Trekking is definitely one of the most popular yet affordable adventure activities one can enjoy in the state. Himachal Pradesh also known as the 'Paragliding capital of India'; the towns of Bir and Billing in Kangra district are extremely popular places for paraglidingin the world. A fun filled world of its own, Himachal Pradesh is a treat for thrill seekers and adrenaline junkies.

It is evident that Himachal Pradesh has enough adventure and pilgrimage potentialities. However they have not been explored by the government and other stakeholders to the maximum. Therefore, it is obvious to assess the current status and trend of tourism industry with special emphasis on pilgrimage and adventure tourism and further to explore the problems and prospects of pilgrimage and adventure tourism potentialities by tapping the adventure and pilgrimage tourism potential areas in the state. Hence, the problem to be investigated may be stated as ***"Problems and Prospects of Sustainable Tourism***

REVIEW OF LITERATURE

Tourism has emerged out as an upcoming industry in Himachal Pradesh. Himachal Pradesh is a small North Indian hill state. The state is blessed with bounties of natural beauty, offering cool and comfortable climate, the serene environment, fascinating customs, fairs and festivals, divine pilgrimage places and breathtaking thrills of adventure. Though, there is not much literature available on pilgrimage and adventure tourism potentialities in Himachal Pradesh yet some of the authors have described the importance of promotion and image of a tourist destination in the minds of the prospective tourists. A group of studies undertaken by Anand (1976), Bhatia (1979), Srivastava (1983), Mathieson and Geoffrey (1985), Negi (1987) and Bala (1990) advocated that tourism is the second largest industry in the world after oil. It is a multibillion dollar industry which contributes to the transfer of wealth from developed to developing countries. They stated that this industry has vast potential which ensures the simultaneous development of number of other related industries and is also an instrument for economic development. Another set of studies conducted Dutta (1980), Singh (1985), Tayal and Motwani (1986) and Kumar (1995) observed that India has vast potential for the development of tourist spots. They predicted that India's enormous tourism potential is destined to attract an increasing number of tourists every year. Mishra and Panwar (1993) laid stress on the application of marketing concepts to tourism industry. They mainlyfocus on the marketing of cultural tourism; there is a need to take care of our culture and tradition. They further suggested that appropriate strategy should be formulated so that the current broad market base for the tourism industry can be maintained. Kaul (1985), Gupta (1987), Sharma (1991) and Gupta (1994) pointed out that in ancient times Indian villages had club rooms and halls which served as rest houses for travelers and as centers of social life. Kumar (1995) and Chauhan (2006) focused on adventure sports, ropeways and eco-tourism activities aiding the grand objective of turning Himachal Pradesh into a preferred destination for tourists. Mathur (1992) stated that India has a rich cultural heritage, charming natural environment, romantic hill resorts and heart capturing religious fervors. He stressed on adventure tourism and suggested that adventure tourism needs to be patronized and popularized in schools, colleges and universities of India so that Indian youth may be motivated to develop tourism in India. Soni (1990) studied the role of religion in Nepal for the promotion of tourism industry and pointed out that the valley has valley has potential for promoting tourism especially pilgrimage and adventure tourism. Jackson and James (1997) concluded that the growth of tourism in Western China is because of distinctive religious groups and their unique landscape which attract tourists.

Further group of studies undertaken by Naqshband (1980), Bisht (1996), Battisi (1997), and Bansal and Gupta (1998) suggested that in order to minimize environmental degradation associated with tourism, there is a need to start from the grass root level by making common people aware of this industry. They opined that first as large population is for any nation in the same way mass tourism is destructive for nature tourism. They also revealed that in order to make eco-tourism everlasting and friendly, certain eco-conservation measures must be adopted. Negi (2002), Chauhan (2006) and Sara (2008) suggested that Eco tourism has been accepted as a new approach as it provides decentralized opportunities for community

tourism activities can help India to achieve the grand objective of turning it into a preferred destination of tourists. Thakur (2013) advocates that adventure tourism is becoming quite a rage with the younger generation and Dharamshala is a popular adventure and its geographical beauty, religion and culture are the added attractions. Dhar (2014) observed that adventure tourism is a recreational activity and Kashmir valley is one of the best destinations for adventurists and has virgin areas, their exploitation could bring economic development and generate employment opportunities in the region. Khan (2015) depicts that adventure tourism holds lot of potential and can boost the industry by providing an additional product to the tourists.

A thorough and critical review of relevant literature indicates that the bulk of studies were conducted so far but serious attempts to study the pilgrimage and adventure tourism are however missing in the state.

PROPOSED OJECTIVES:

1. To assess the current status and trend of tourism industry in India and particularly in Himachal Pradesh.
2. To study the problems of sustainable tourism in relation to social economic development of the tourist places.
3. To identify the problems with respect to Sustainable tourism development in the state.
4. To analyze the perception of local people, tourists and government officials regarding problems and prospects of sustainable tourism.

RESEARCH METHODOLOGY

The proposed study will be based on primary as well as secondary data sources. The primary data will be collected through questionnaires. The secondary data will be collected to examine the current scenario and status of tourism industry in the state of Himachal Pradesh.

The scope of the study will be restricted to 4 districts namely Shimla, Solan, Kullu and Kangra being the attractive tourist destinations of the state.

The sample for the study will be consisting of National and International tourists including local beneficiaries.

The collected data will be analyzed through descriptive statistics like Mean, Mode, Median, Standard Deviation etc. Further statistical tests will be administered to test the views and opinions of tourists as well as local beneficiaries with respect to existing infrastructure and other tourism related facilities in the state of Himachal Pradesh.

TENTATIVE SCHEME OF CHAPTERIZATION

CHAPTER 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Analysis and Interpretation

Chapter 7: Conclusion, Findings & Suggestions

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